

## **Program Description/Textbook or Print Instructional Material**

Vendor: Thomson Learning/South-Western Web Address: www.swep.com

Title: Entrepreneurship: Ideas in Action

Author: Greene Copyright: 2004

ISBN: 0-538-43600-x Course/Content Area: Vocational and Career Education; Business Program; Entrepreneurship

Intended Grade or Level: 9-12 Readability Level: 9.4 (Flesch Kincaid)

List Price: 63.95 Lowest Wholesale Price: 47.00

*All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.*

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

## **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

### **Content**

- www.ideas-in-action.swep.com provides additional Internet activities for every chapter
- A business project is in each chapter and helps students prepare a complete business plan by the end of the text
- New Deca Prep features are added to help with competitive events preparation

### **Student Experiences**

- Highlights of real entrepreneurs' pitfalls are included with critical thinking questions to help students analyze the situations given

### **Assessment**

Entrepreneurship: Ideas in Action takes students through the entire process of running their own business. Creating a business plan is covered extensively and a business plan project is in every chapter. New Deca Prep features are added to help with competitive events preparation. Loaded with activities, computer applications, Internet activities, and an enhanced web site, this text will get users ready to launch their business ideas.

### **Organization**

Chapter 1 Should You Become an Entrepreneur Chapter 2 What Skills Do Entrepreneurs Need? Chapter 3 Entrepreneurs in a Market Economy Chapter 4 Select a Type of Ownership Chapter 5 Develop a Business

Plan Chapter 6 Identify and meet a market Need Chapter 7 Finance, Protect, and Insure Your Business  
Chapter 8 Choose Your Location and Set Up for Business Chapter 9 Market Your Business Chapter 10  
Hire and Manage a Staff Chapter 11 Record Keeping and Accounting Chapter 12 Financial Management  
Chapter 13 Use Technology Chapter 14 Meet Your Legal, Ethical, and Social Obligations Chapter 15  
Growth in Today's Marketplace

### **Resource Materials**

#### **Gratis Items To Be Provided And Under What Conditions**

EvamView Pro CD (0-538-43608-5) Free 1 per teacher  
Instructor's Edition (0-538-43601-8) Free 1 per teacher  
Instructor's Resource CD (0-538-43609-3) Free 1 per teacher  
Instructor's Resource Kit (0-538-43607-7) Free 1 per teacher

#### **Available Ancillary Materials**

Student Workbooks (0-538-43602-6)  
Chapter Tests (0-538-43603-4)

### **RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS**

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

**NOTE:** Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **"not available"** in the space.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



<b>Title: Entrepreneurship—Ideas in Action</b>		<b>Cost: \$51.75</b>	
<b>Publisher: Thomson/South Western</b>			
<b>Item Evaluated: Text and Supplemental Materials</b>			
<b>Copyright Date: 2004</b>		<b>Evaluator: Victoria Rollins</b>	
<b>Content Level: 9-12</b>		<b>Date of Evaluation: 7/30/03</b>	
<b>Level of Alternative Format</b>	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

## Overall Strengths and/or Weaknesses

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="" type="checkbox"/>	Recommended by reviewers to State Textbook Commission
<input type="checkbox"/>	Not recommended by reviewers to State Textbook Commission

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



# **Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing**



<b>Title: Entrepreneurship—Ideas in Action</b>		<b>Publisher: Thomson/South Western</b>	
<b>Technology Management Summary Data:</b>	20 possible points	_____20_____ points earned	
<p>Technology Management Comments: The Exam View CD enables the teacher to quickly create printed tests, Internet tests, computer (LAN-based) tests and keeps a record of student's performance. The CNN video clips relate to each chapter's content.</p>			
<b>Technology Presentation/Interface Summary Data:</b>	40 possible points	_____40_____ points earned	
<p>Technology Presentation/Interface Comments: Options allow teacher to customize content and appearance for exam purposes. The instructor's resource CD provides worksheets, lesson plans, PowerPoint slides and video discussion guide.</p>			
<b>Content Summary Data:</b>	44 possible points	_____44_____ points earned	
<p>Content Comments: Activities in each chapter provide opportunities for cross-curricular reinforcement of lesson concepts. Each chapter provides preparation for DECA competitive events. The instructor's resource box provides activity masters for international business, communication, math and ethics. Material is up-to-date and content area is covered.</p>			
<b>Instruction &amp; Management Summary Data</b>	52 possible points	_____52_____ points earned	
<p>Instruction &amp; Management Comments: At the end of each chapter is a variety of activities for review, assessment, and technology integration. Instructor's Resource Box includes teaching tools for diverse populations and learning styles. End of chapter projects promote student learning.</p>			
<b>Organization &amp; Structure Summary Data</b>	36 possible points	_____36_____ points earned	
<p>Organization &amp; Structure Comments: This text takes the students step-by-step through the entire process of owning and managing a business. Glossary available in Spanish. Key terms are highlighted in gold.</p>			
<b>Resource Material Summary Data</b>	40 possible points	_____39_____ points earned	
<p>Resource Material Comments: Web stie <a href="http://www.ideas-in-action.swep.com">www.ideas-in-action.swep.com</a> provides activities and links for each chapter. Instructor's Resource box includes tests, workbook, ativity masters, and teaching tools for different learning styles, infusing technology, encouraging parent involvement, etc.</p>			



# Group V - Career /Technical & Vocational/Practical Living

## Electronic Instructional Media Review Form

### Stand Alone/Independent or Integrated Software for Marketing



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____	
Windows	Primary	Individual	Stand Alone/Independent	____x____ single copy	____ site license
Macintosh	Intermediate	Small Group	Integrated	____ network version	____ school version
CD-ROM	Middle	Large Group	Supplemental	____ lab pack of ____ copies	____ online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain \_\_\_\_\_

Type of Software: Check all that apply	____ Simulation	<input checked="" type="checkbox"/> Management	____ Interdisciplinary	____ Problem Solving	____ Tutorial
____ Exploratory	____ Creativity	____ Drill and Practice	____ Critical Thinking	____ Utility	<input checked="" type="checkbox"/> Other: Teacher's Resource

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: The Exam View CD enables the teacher to quickly create printed tests, Internet tests, computer (LAN-based) tests and keeps a Record of student's performance. The CNN video clips relate to each Chapter's content.	<b>Total</b> <b>20</b>

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments: Options allow teacher to customize content and appearance for exam purposes. The instructor's resource CD provides worksheets, lesson plans. PowerPoint slides and video discussion guide.	<b>Total</b> <b>40</b>

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	4
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	4
Comments: Activities in each chapter provide opportunities for cross-curricular reinforcement of lesson concepts. Each chapter provides Preparation for DECA competitive events. The instructor's resource box provides activity masters for international business, communication, Math, and ethics. Material is up-to-date and content area is covered.	<b>Total</b> <b>44</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Business Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) “like” Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Technology is integrated in each lesson. At the end of each chapter a variety of activities for review and assessment are available. Instructor’s Resource Box includes teaching tools for diverse populations and learning styles. End of chapter projects and activities promotes student learning.	<b>Total</b> <b>52</b>

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: This text takes the students step-by-step through the entire process of owning and managing a business. Glossary available in Spanish. Key terms are highlighted in gold.	<b>Total</b> <b>36</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	3
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	4
Online resources available – Practice skills only.	4
Online resources available – New application materials.	4
Comments: Web site <a href="http://www.ideas-in-action.swep.com">www.ideas-in-action.swep.com</a> provides activities and links for each chapter. Instructor's Resource box includes chapter tests, workbook, activity masters, and teaching tools for different learning styles, infusing technology, encouraging parent involvement, etc.	<b>Total</b> <b>39</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable